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THE J.M. SMUCKER COMPANY SWOT & PESTLE ANALYSIS

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Company Name : The J.M. Smucker Company

Company Sector : Food Processing

Operating Geography : Canada, North America

About the Company : The J.M. Smucker Company, founded in 1897 by Jerome Monroe Smucker, is an American manufacturer of fruit spreads, ice cream toppings, beverages, shortening, peanut butter, and other products in North America. It has 49 brands across Consumer and Natural foods, Coffee, Pet Food and Pet Snacks, and other Canadian Brands. Smucker's headquarters are located in Orrville, Ohio and have 6910 employees as on May, 2017.

Revenue :\$1748 million – 1st Quarter Ending on 31st July, 2017

SWOT Analysis :

The SWOT Analysis for The J.M. Smucker Company is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong popular brands 2.Steady increase in U.S. consumer spending 3.J.M. Smucker is ranked 47 in "Fortune 100 best companies to work for" 4.Increased R&D spending 	<ul style="list-style-type: none"> 1.Less global presence apart from US market 2.Dependence on distributors and retailers
Opportunities	Threats
<ul style="list-style-type: none"> 1.Accelerating growth in premium and single-serve coffee category 2.Steady increase in U.S. consumer spending 3.Potential in emerging markets 4.Growth in U.S. Food Service market at a CAGR of 3.33% during the period 2016-2020 	<ul style="list-style-type: none"> 1.Competition from stronger brands in the same industry 2.Decline in net sales and profit across all the segments 3.More focus on fresh food

PESTLE Analysis :

The PESTLE Analysis for The J.M. Smucker Company is given below:

Political	Economical
1.US withdrawing from NAFTA Regulations 2.Trade Regulations	1.Economic indicators of a country 2.Foreign exchange risk 3.Natural disasters
Social	Technological
1.Change in customer coffee preference 2.Transition to healthier foods	1.Technological advances in going green 2.Additional Smucker's Uncrustables Sandwiches Manufacturing Facility in Longmont, Colorado
Legal	Environmental
1.Change in tax laws and regulations	1.Actionable steps to address climate change within the value chain

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Client Support:
support@swotandpestle.com